

**Amendments to the Claims:**

Following is a complete listing of the claims pending in the application, as amended:

1. (Original) A universal mobile ID (UMID) system for use in a computer system including a client computer employed by a user and a server computer from which the client computer downloads content via a network, comprising:

a public PIN associated with the client computer and at least one of:

user-specific information, including at least one of:

user preferences that can be used by the server to filter the content; and

access rights that can be used by the server to limit access of the user to the content; and

device-specific information, including at least one of:

device attributes of the client that can be used by the server to customize the content so that it is suitable for use on the client; and

date of birth (DOB) of the client; at least a subset of the user preferences, access rights and device attributes being dynamically modifiable by any combination of the user and a client program executing on the client computer; and

the public PIN, user-specific information and device-specific information being transmitted to the server by the client to enable the server to appropriately configure the content to be downloaded to the client.

2-41. (Cancelled)

42. (Currently Amended) A universal mobile ID (UMID) system for use in an open networked environment wherein a client device including devices other than personal computers running under standard operating systems is employed by a user to download content from a remote content server computer via ~~said~~the network, comprising :

- a device-specific information stored in ~~said~~the client device specifying device hardware and/or software characteristics of ~~said~~the client device, including at least one characteristic selected from the set consisting of: a processor characteristic or type, an available memory size, a multimedia capability, a display characteristic or type, a display resolution, a display color depth, a device memory size, a World Wide Web (www) browser type, a client device date of manufacture, a client device date of birth, a client device locality, and combinations thereof;

- ~~said~~the device-specific information comprising a portion that is automatically communicated to ~~said~~the server when ~~said~~the client device is coupled to ~~said~~the network;

- a machine-to-machine communications protocol for ~~said~~the client device sending at least ~~said~~the portion of ~~said~~the device-specific information to ~~said~~the remote content server when coupled with ~~said~~the client device by ~~said~~the network and for ~~said~~the server computer to receive ~~said~~the device-specific information from ~~said~~the client device;

- a device recognition process associated with ~~said~~the content server computer for identifying hardware and/or software characteristics of ~~said~~the client device based on ~~said~~the received portion of ~~said~~the device-specific information;

- a content customization process associated with ~~said~~the content server:
  - (i) receiving ~~said~~the identified client device hardware and/or software characteristics or information derived therefrom, (ii) determining a content customization compatible with a client device of the type having ~~said~~the identified hardware and/or software characteristics after receiving ~~said~~the portion of ~~said~~the device-specific information, and (iii) customizing ~~said~~the

content based at least in part on ~~said~~the portion of ~~said~~the device-specific information, ~~said~~the customization including at least a customization selected from the set consisting of: a content size customization to customize the size of ~~said~~the content to fit within ~~said~~the available memory size, a multimedia customization to customize ~~said~~the content to ~~said~~the multimedia capabilities of ~~said~~the device, a display characteristic or type customization to customize ~~said~~the content to ~~said~~the display characteristic or type, a display resolution customization to customize ~~said~~the content to ~~said~~the display resolution, a display color depth customization to customize ~~said~~the content to ~~said~~the display color depth, a device memory size customization to customize a size of ~~said~~the content to fit within ~~said~~the device memory size, a World Wide Web (www) browser type customization to customize ~~said~~the content to ~~said~~the World Wide Web browser type, a client device date of manufacture or client device date of birth customization to customize ~~said~~the content for ~~said~~the client device date of manufacture or ~~said~~the client device date of birth, a client device locality customization to customize ~~said~~the content to ~~said~~the client device locality; and

a machine-to-machine communications protocol for communicating ~~said~~the compatible customized content from ~~said~~the server computer to ~~said~~the client device over ~~said~~the network;

wherein the device-specific information includes at least one of hardware and/or software attributes of the client device that can be used by the server computer to customize the content so that it is suitable for at least processor, display, and available memory size attributes of the client; and date of manufacture of the client.

43. (Cancelled)

44. (Currently Amended) The universal mobile ID system of claim 4243, further comprising:

user-specific information, including at least one of: user preferences that can be used by ~~said~~the server to customize ~~said~~the content, and access rights that can be used by ~~said~~the server to limit access of the user to ~~said~~the content; and

at least a subset of the user preferences, access rights and device attributes when present being dynamically modifiable by any combination of the user and a client program executing on the client device.

45.-49. (Cancelled)

50. (Currently Amended) A universal mobile ID (UMID) system for use in an open networked environment wherein a client device including devices other than personal computers running under standard operating systems is employed by a user to download content from a remote content server computer via the network, comprising:

a device-specific information stored in the client device specifying device hardware and/or software characteristics of the client device, including at least one characteristic selected from the set consisting of: a processor characteristic or type, an available memory size, a multimedia capability, a display characteristic or type, a display resolution, a display color depth, a device memory size, a World Wide Web (www) browser type, a client device date of manufacture, a client device date of birth, a client device locality, and combinations thereof;

the device-specific information comprising a portion that is automatically communicated to the server when the client device is coupled to the network;

a machine-to-machine communications protocol for the client device sending at least the portion of the device-specific information to the remote content

server when coupled with the client device by the network and for the server computer to receive the device-specific information from the client device;

a device recognition process associated with the content server computer for identifying hardware and/or software characteristics of the client device based on the received portion of the device-specific information;

a content customization process associated with the content server: (i) receiving the identified client device hardware and/or software characteristics or information derived therefrom, (ii) determining a content customization compatible with a client device of the type having the identified hardware and/or software characteristics after receiving the portion of the device-specific information, and (iii) customizing the content based at least in part on the portion of the device-specific information, the customization including at least a customization selected from the set consisting of: a content size customization to customize the size of the content to fit within the available memory size, a multimedia customization to customize the content to the multimedia capabilities of the device, a display characteristic or type customization to customize the content to the display characteristic or type, a display resolution customization to customize the content to the display resolution, a display color depth customization to customize the content to the display color depth, a device memory size customization to customize a size of the content to fit within the device memory size, a World Wide Web (www) browser type customization to customize the content to the World Wide Web browser type, a client device date of manufacture or client device date of birth customization to customize the content for the client device date of manufacture or the client device date of birth, a client device locality customization to customize the content to the client device locality; and

a machine-to-machine communications protocol for communicating the compatible customized content from the server computer to the client device over the network;—~~The universal mobile ID system of claim 46,~~

wherein the device-specific information comprises a device identifier (DID) that is automatically communicated to the server when the client device is coupled to the network, wherein ~~said~~the device characteristics are contained within ~~said~~the device identifier (DID), and ~~said~~the device identifier (DID) and a user identifier (UID) comprises two portions of a universal mobile ID (UMID) that in combination designate the client device characteristics and user preferences.

51. (Cancelled)

52. (Currently Amended) A universal mobile ID (UMID) system for use in an open networked environment wherein a client device including devices other than personal computers running under standard operating systems is employed by a user to download content from a remote content server computer via the network, comprising:

a device-specific information stored in the client device specifying device hardware and/or software characteristics of the client device, including at least one characteristic selected from the set consisting of: a processor characteristic or type, an available memory size, a multimedia capability, a display characteristic or type, a display resolution, a display color depth, a device memory size, a World Wide Web (www) browser type, a client device date of manufacture, a client device date of birth, a client device locality, and combinations thereof;

the device-specific information comprising a portion that is automatically communicated to the server when the client device is coupled to the network;

a machine-to-machine communications protocol for the client device sending at least the portion of the device-specific information to the remote content server when coupled with the client device by the network and for the server computer to receive the device-specific information from the client device;

a device recognition process associated with the content server computer for identifying hardware and/or software characteristics of the client device based on the received portion of the device-specific information;

a content customization process associated with the content server: (i) receiving the identified client device hardware and/or software characteristics or information derived therefrom, (ii) determining a content customization compatible with a client device of the type having the identified hardware and/or software characteristics after receiving the portion of the device-specific information, and (iii) customizing the content based at least in part on the portion of the device-specific information, the customization including at least a customization selected from the set consisting of: a content size customization to customize the size of the content to fit within the available memory size, a multimedia customization to customize the content to the multimedia capabilities of the device, a display characteristic or type customization to customize the content to the display characteristic or type, a display resolution customization to customize the content to the display resolution, a display color depth customization to customize the content to the display color depth, a device memory size customization to customize a size of the content to fit within the device memory size, a World Wide Web (www) browser type customization to customize the content to the World Wide Web browser type, a client device date of manufacture or client device date of birth customization to customize the content for the client device date of manufacture or the client device date of birth, a client device locality customization to customize the content to the client device locality; and

a machine-to-machine communications protocol for communicating the compatible customized content from the server computer to the client device over the network;—The universal mobile ID system of claim 46, wherein the device-specific information comprises a device identifier (DID) that is automatically communicated to the server when the client device is coupled to the network, wherein saidthe device identifier (DID) is stored or

otherwise fixed in ~~said~~the client device and communicated without need for any encryption or security precautions as the DID is intended to be publicly exchanged with any server to initiate the transmission of content.

53. (Currently Amended) A universal mobile ID (UMID) system for use in an open networked environment wherein a client device including devices other than personal computers running under standard operating systems is employed by a user to download content from a remote content server computer via the network, comprising:

a device-specific information stored in the client device specifying device hardware and/or software characteristics of the client device, including at least one characteristic selected from the set consisting of: a processor characteristic or type, an available memory size, a multimedia capability, a display characteristic or type, a display resolution, a display color depth, a device memory size, a World Wide Web (www) browser type, a client device date of manufacture, a client device date of birth, a client device locality, and combinations thereof;

the device-specific information comprising a portion that is automatically communicated to the server when the client device is coupled to the network;

a machine-to-machine communications protocol for the client device sending at least the portion of the device-specific information to the remote content server when coupled with the client device by the network and for the server computer to receive the device-specific information from the client device;

a device recognition process associated with the content server computer for identifying hardware and/or software characteristics of the client device based on the received portion of the device-specific information;

a content customization process associated with the content server: (i) receiving the identified client device hardware and/or software characteristics or information derived therefrom, (ii) determining a content customization compatible with a client device of the type having the identified hardware



and/or software characteristics after receiving the portion of the device-specific information, and (iii) customizing the content based at least in part on the portion of the device-specific information, the customization including at least a customization selected from the set consisting of: a content size customization to customize the size of the content to fit within the available memory size, a multimedia customization to customize the content to the multimedia capabilities of the device, a display characteristic or type customization to customize the content to the display characteristic or type, a display resolution customization to customize the content to the display resolution, a display color depth customization to customize the content to the display color depth, a device memory size customization to customize a size of the content to fit within the device memory size, a World Wide Web (www) browser type customization to customize the content to the World Wide Web browser type, a client device date of manufacture or client device date of birth customization to customize the content for the client device date of manufacture or the client device date of birth, a client device locality customization to customize the content to the client device locality; and

a machine-to-machine communications protocol for communicating the compatible customized content from the server computer to the client device over the network;—~~The universal mobile ID system of claim 42,~~ wherein a program executing in ~~said~~the client device is adapted to dynamically modify ~~said~~the device-specific information before it is transmitted to the server so that the content may be filtered and communicated and transmitted to ~~said~~the client device in accordance with the modified device-specific information.

54. (Currently Amended) A universal mobile ID (UMID) system for use in an open networked environment wherein a client device including devices other than personal computers running under standard operating systems is employed by a user to download content from a remote content server computer via the network, comprising:

a device-specific information stored in the client device specifying device hardware and/or software characteristics of the client device, including at least one characteristic selected from the set consisting of: a processor characteristic or type, an available memory size, a multimedia capability, a display characteristic or type, a display resolution, a display color depth, a device memory size, a World Wide Web (www) browser type, a client device date of manufacture, a client device date of birth, a client device locality, and combinations thereof;

the device-specific information comprising a portion that is automatically communicated to the server when the client device is coupled to the network;

a machine-to-machine communications protocol for the client device sending at least the portion of the device-specific information to the remote content server when coupled with the client device by the network and for the server computer to receive the device-specific information from the client device;

a device recognition process associated with the content server computer for identifying hardware and/or software characteristics of the client device based on the received portion of the device-specific information;

a content customization process associated with the content server: (i) receiving the identified client device hardware and/or software characteristics or information derived therefrom, (ii) determining a content customization compatible with a client device of the type having the identified hardware and/or software characteristics after receiving the portion of the device-specific information, and (iii) customizing the content based at least in part on the portion of the device-specific information, the customization including at least a customization selected from the set consisting of: a

content size customization to customize the size of the content to fit within the available memory size, a multimedia customization to customize the content to the multimedia capabilities of the device, a display characteristic or type customization to customize the content to the display characteristic or type, a display resolution customization to customize the content to the display resolution, a display color depth customization to customize the content to the display color depth, a device memory size customization to customize a size of the content to fit within the device memory size, a World Wide Web (www) browser type customization to customize the content to the World Wide Web browser type, a client device date of manufacture or client device date of birth customization to customize the content for the client device date of manufacture or the client device date of birth, a client device locality customization to customize the content to the client device locality; and  
a machine-to-machine communications protocol for communicating the compatible customized content from the server computer to the client device over the network;—~~The universal mobile ID system of claim 42,~~ wherein ~~said~~the device specific information includes a device identifier (DID) and wherein ~~said~~the dynamic modification of ~~said~~the DID comprises modification of a field within ~~said~~the DID to allow the available memory, network connection communication speed, client device locality, and combinations thereof, to identify alternative features or upgrades to ~~said~~the client device.

55. (Currently Amended) The universal mobile ID system of claim 54, wherein ~~said~~the client device can freely and dynamically modify ~~said~~the DID to indicate a memory size parameter to prevent the server from sending the client more content data than it has memory to receive

56. (Currently Amended) A universal mobile ID (UMID) system for use in an open networked environment wherein a client device including devices other than

personal computers running under standard operating systems is employed by a user to download content from a remote content server computer via the network, comprising:

a device-specific information stored in the client device specifying device hardware and/or software characteristics of the client device, including at least one characteristic selected from the set consisting of: a processor characteristic or type, an available memory size, a multimedia capability, a display characteristic or type, a display resolution, a display color depth, a device memory size, a World Wide Web (www) browser type, a client device date of manufacture, a client device date of birth, a client device locality, and combinations thereof;

the device-specific information comprising a portion that is automatically communicated to the server when the client device is coupled to the network;

a machine-to-machine communications protocol for the client device sending at least the portion of the device-specific information to the remote content server when coupled with the client device by the network and for the server computer to receive the device-specific information from the client device;

a device recognition process associated with the content server computer for identifying hardware and/or software characteristics of the client device based on the received portion of the device-specific information;

a content customization process associated with the content server: (i) receiving the identified client device hardware and/or software characteristics or information derived therefrom, (ii) determining a content customization compatible with a client device of the type having the identified hardware and/or software characteristics after receiving the portion of the device-specific information, and (iii) customizing the content based at least in part on the portion of the device-specific information, the customization including at least a customization selected from the set consisting of: a content size customization to customize the size of the content to fit within the available memory size, a multimedia customization to customize the

content to the multimedia capabilities of the device, a display characteristic or type customization to customize the content to the display characteristic or type, a display resolution customization to customize the content to the display resolution, a display color depth customization to customize the content to the display color depth, a device memory size customization to customize a size of the content to fit within the device memory size, a World Wide Web (www) browser type customization to customize the content to the World Wide Web browser type, a client device date of manufacture or client device date of birth customization to customize the content for the client device date of manufacture or the client device date of birth, a client device locality customization to customize the content to the client device locality; and

a machine-to-machine communications protocol for communicating the compatible customized content from the server computer to the client device over the network;~~—The universal mobile ID system of claim 46, wherein the device-specific information comprises a device identifier (DID) that is automatically communicated to the server when the client device is coupled to the network, wherein saidthe DID may be dynamically modified inform saidthe server of any device parameter that impacts at least one of: size of the content that can be stored in client memory; bandwidth of the content that can be transmitted between the client computer and the server computer; complexity of the content that can be accessed by the client computer; available network capacity, processor capability, available processor capacity, client geographic position, and client time zone; and geographic relevance of the content.~~

57.-59. (Cancelled)

60. (Currently Amended) A universal mobile ID (UMID) system for use in an open networked environment wherein a client device including devices other than

personal computers running under standard operating systems is employed by a user to download content from a remote content server computer via the network, comprising :

a device-specific information stored in the client device specifying device hardware and/or software characteristics of the client device, including at least one characteristic selected from the set consisting of: a processor characteristic or type, an available memory size, a multimedia capability, a display characteristic or type, a display resolution, a display color depth, a device memory size, a World Wide Web (www) browser type, a client device date of manufacture, a client device date of birth, a client device locality, and combinations thereof;

the device-specific information comprising a portion that is automatically communicated to the server when the client device is coupled to the network;

a machine-to-machine communications protocol for the client device sending at least the portion of the device-specific information to the remote content server when coupled with the client device by the network and for the server computer to receive the device-specific information from the client device;

a device recognition process associated with the content server computer for identifying hardware and/or software characteristics of the client device based on the received portion of the device-specific information;

a content customization process associated with the content server: (i) receiving the identified client device hardware and/or software characteristics or information derived therefrom, (ii) determining a content customization compatible with a client device of the type having the identified hardware and/or software characteristics after receiving the portion of the device-specific information, and (iii) customizing the content based at least in part on the portion of the device-specific information, the customization including at least a customization selected from the set consisting of: a content size customization to customize the size of the content to fit within the available memory size, a multimedia customization to customize the

content to the multimedia capabilities of the device, a display characteristic or type customization to customize the content to the display characteristic or type, a display resolution customization to customize the content to the display resolution, a display color depth customization to customize the content to the display color depth, a device memory size customization to customize a size of the content to fit within the device memory size, a World Wide Web (www) browser type customization to customize the content to the World Wide Web browser type, a client device date of manufacture or client device date of birth customization to customize the content for the client device date of manufacture or the client device date of birth, a client device locality customization to customize the content to the client device locality; and

a machine-to-machine communications protocol for communicating the compatible customized content from the server computer to the client device over the network;—~~The universal mobile ID system of claim 42,~~ wherein:

~~said~~the device-specific information comprises a device identifier (DID) identifying at least one of hardware and/or software attributes of ~~said~~the client device that can be used by ~~said~~the server computer to customize ~~said~~the content so that it is suitable for at least processor, display, and available memory size attributes of ~~said~~the client; and date of manufacture of ~~said~~the client;

~~said~~the content customization comprises filtering ~~said~~the content to reduce the amount and/or complexity of ~~said~~the content;

~~said~~the client device locality includes at least one of a city, state, country, and time zone for the client device;

~~said~~the device characteristics are identified by reference to an external database accessible to ~~said~~the server using ~~said~~the DID;

~~said~~the network comprises an open network environment including at least one network server, ~~said~~the server communicating customized content to clients based at least in part on ~~said~~the device identifier and without any other prior knowledge of the client device configuration;

~~said~~the network comprises the Internet and ~~said~~the client device is selected from the group consisting of handheld devices and cellular phones;

~~said~~the device identifier (DID) and a user identifier (UID) comprises two portions of a universal mobile ID (UMID) that in combination designate the client device characteristics and user preferences, ~~said~~the UID includes information that is relevant to a user, ~~said~~the information selected from the group of information items consisting of: a unique, public personal identification number (PIN), content preferences, content access rights, network access rights, and combinations thereof;

~~said~~the UMID comprising ~~said~~the DID and ~~said~~the UID is stored and communicated without security precautions as the UMID is intended to be publicly exchanged with any server to initiate the transmission of content;

~~said~~the content is selected from the set of content from the group of content items consisting of: books, magazines, movies, video games, sports, subscription content, and when subscription content further comprising: subscription information indicating particular types of subscription content, the server downloading the subscription content as appropriate in a push mode operation; and combinations thereof;

~~said~~the DID may be dynamically modified inform ~~said~~the server of any device parameter that impacts at least one of: size of the content that can be stored in client memory; bandwidth of the content that can be transmitted between the client computer and the server computer; complexity of the content that can be accessed by the client computer; geographic relevance of the content; available network capacity; processor capability available processor capacity; client geographic position; and client time zone; and

prior to requesting content on behalf of a user, ~~said~~the client communicates ~~said~~the device identifier to ~~said~~the server hosting ~~said~~the requested content, and in light of this ~~said~~the device identifier and requested content, the server customizes and downloaded content for the client and user.



61.-63. (Cancelled)

64. (Currently Amended) A dynamically configurable universal mobile ID for use in a client device configured to download content from a server computer, ~~said~~the dynamically configurable universal mobile ID including device information that describes a configuration of ~~said~~the client, at least a subset of ~~said~~the device information being dynamically modified by the client device;

~~said~~the dynamically configurable universal mobile ID being transmitted to ~~said~~the server computer to enable ~~said~~the server computer to customize the content to be downloaded to the client device;

~~said~~the device information including device parameters impacting at least one of: size of the content that can be stored in a memory of ~~said~~the client device, bandwidth of the content that can be transmitted between the ~~said~~ client device and the server computer, complexity of the content that can be accessed by ~~said~~the client device, and geographic relevance of the content based on the geographic location of ~~said~~the client device; and

~~said~~the dynamically configurable universal mobile ID device information including at least one of: network connection speed between ~~said~~the client device and ~~said~~the server computers, available network capacity, client device processor capability, client device available processor capacity, available client device memory, client device geographic position, and client device time zone.

65. (Cancelled)